

INTERCOLLEGIATE BROADCASTING SYSTEM

WKOR Hamilton Annex
Columbia University
New York 27, N.Y.

*Thanks for
telling me promptly
time of broadcast.
P.F.Y.*

Memorandum

TO: Stations carrying Tex Beneke program

DATE: May 15, 1948

FROM: Paul F. Yergin, Business Manager

Most of you received the first week's transcription late. This was unfortunate, and was due to circumstances not under the control of anyone in particular. Next week's discs should arrive on time, but I suppose they may not!

The approved procedure for taking care of this is to broadcast the program after it arrives at a time reasonably similar to that originally scheduled, and notify me promptly of the time of broadcast.

In general, two of the programs should not be broadcast during the same week, and certainly at least three days apart.

It is a little late to be telling you this, since you have no doubt already observed, probably too late, that "This is the Mutual Broadcasting System" comes at the end of the program. When broadcasting it, CUT OUT THIS SYSTEM ANNOUNCEMENT! Instead, say "This is the Intercollegiate Broadcasting System". You must, of course, before and after the program, announce that it is transcribed.

Since I have only heard from a few stations as to when they broadcast the program last week, will you please tell me immediately at what hour and on what day it was broadcast over your station.

Affidavits of performance will be required, in triplicate, at the end of the contract. These will be provided by me. They must be notarized (each sheet separately), and MUST be correct. (False swearing to obtain money from the U.S. Government is a very serious offense, and you should take particular care on this contract to make no errors.)

Your station, of course, keeps a log. Be SURE that the fact that the Tex Beneke program was broadcast appears in the log, showing time and date, with the signature of a member of the staff who actually was present at the time. For most stations this is no different from ordinary routine of keeping the log.

In the event of late arrival of transcriptions, let me know by postcard or letter right away, and tell me when they are broadcast. I know this is repeating myself, but this is a very important point. I MUST know when you carry the programs.

For the benefit of stations which may not know the routine, I'll remind you of it. IBS supplies affidavit forms for you to fill out. You must return them immediately after completing the contract. You do not have to do anything further. You will eventually receive payment, from IBS. You do not have to bill anyone. In particular, except in the most unusual circumstances, individual stations should not by-pass IBS and its national advertising representative to deal directly with the agency (on this or any contract). The reason is not that we are jealous of our prerogatives! It is because the agency, supposing that we do things in a sensible way, assumes that everything a station tells them is also known to IBS and its rep. Failure to observe this rule has caused, and can cause very great confusion.

